Abstract of the Disclosure

A self-standing floor sign including two support panels and a plurality of movable panels. The support panels each have a proximal and a distal end and are pivotally coupled to each other via their proximal ends to allow relative movement of the panels between a closed and an open position. When closed, the support panels are generally parallel to each other, whereas when open, the distal ends are spaced apart and allow the sign to stand on the floor. Each of the movable panels has a proximal and a distal end and a portion therebetween having two surfaces. Each movable panel is rotatable between a first position where the movable panel is supported by one of the support panels with one of its surfaces being visible, and a second position where the movable panel is supported by the other support panel and its other surface is visible.